

# **Scenic Byway Logo Signing Guidelines**

M 3001.02  
February 2007



**Washington State  
Department of Transportation**  
Highway and Local Programs Division

## **Americans with Disabilities Act (ADA) Information**

Materials can be provided in alternative formats: large print, Braille, cassette tape, or on computer disk for people with disabilities by calling the Office of Equal Opportunity (OEO) at 360-705-7097. Persons who are deaf or hard of hearing may contact OEO through the Washington Relay Service at 7-1-1.

## **Title VI Notice to Public**

It is the Washington State Department of Transportation's (WSDOT) policy to assure that no person shall, on the grounds of race, color, national origin or sex, as provided by Title VI of the Civil Rights Act of 1964, be excluded from participation in, be denied the benefits of, or be otherwise discriminated against under any of its federally funded programs and activities. Any person who believes his/her Title VI protection has been violated, may file a complaint with WSDOT's Office of Equal Opportunity (OEO). For Title VI complaint forms and advice, please contact OEO's Title VI Coordinator at 360-705-7098 or 509-324-6018.

To get the latest information on WSDOT administrative and engineering manuals, sign up for e-mail updates for individual manuals at: [www.wsdot.wa.gov/publications/manuals](http://www.wsdot.wa.gov/publications/manuals)

Washington State Department of Transportation  
Administrative and Engineering Publications  
PO Box 47304  
Olympia, WA 98504-7304

Phone: 360-705-7430  
E-mail: [engrpubs@wsdot.wa.gov](mailto:engrpubs@wsdot.wa.gov)  
Internet: [www.wsdot.wa.gov/publications/manuals](http://www.wsdot.wa.gov/publications/manuals)

## Contents

<b>Chapter 1</b>	<b>Introduction</b>	1-1
	1.1 Purpose of Scenic Byway Logo Signing Guidelines	1-1
	1.2 Washington's Scenic and Recreational Highway System	1-1
	1.3 Definition of a Scenic Byway Logo	1-2
	1.4 Definition of Scenic Byway Logo Signing	1-3
	1.5 Criteria for Byway Logo Signing	1-4
	Gateway Signing	1-4
	Trailblazer or Trailmarker Signing	1-4
	Supplemental Guide Signing	1-5
	1.6 Conclusion	1-5
<b>Chapter 2</b>	<b>Byway Logo Design Considerations</b>	2-1
	2.1 Overview of Requirements for Traffic Control Devices	2-1
	2.2 Byway Logo Sign Design Considerations	2-1
	Content	2-2
	Contrast	2-2
	Color	2-2
	Letter Size and Style	2-2
	Line Weight	2-3
	Border	2-3
	Simplicity	2-3
	Balance	2-3
	Readability	2-3
	Visibility	2-3
	2.3 Conclusion	2-4
<b>Chapter 3</b>	<b>Byway Logo Sign Use and Application</b>	3-1
	3.1 Overview of Application Requirements for Traffic Control Devices	3-1
	Uniformity / Standardization	3-1
	Sign Configuration	3-1
	Sign Placement	3-1
	Safety	3-1
	3.2 Preferred Application of Scenic Byway Logo Sign Types	3-2
	Gateway Signs	3-2
	Trailblazer or Trailmarker Signs	3-3
	Supplemental Guide Signs	3-3
	3.3 Multiple Logos for a Single Byway	3-4
	3.4 Multiple Byways with a Single Corridor Identity	3-5
	3.5 Byways Involving Multiple States	3-5
	3.6 International Byways	3-5

<b>Chapter 4</b>	<b>Byway Logo Signing Development Process</b>	4-1
	4.1 Introduction	4-1
	4.2 Idea/Concept	4-1
	4.3 Funding	4-1
	4.4 Corridor Management Plan	4-2
	4.5 Design Approval	4-2
	4.6 Manufacture	4-2
	4.7 Promotion/Marketing	4-2
	4.8 Installation	4-3
	4.9 Maintenance	4-3
<b>Appendix A.1</b>	<b>WSDOT Scenic Byway Logo Signing Guide</b>	A.1-1
	Appropriateness of Scenic Byway Logo Signing	A.1-1
	Multiple Scenic Byway Logos on One Route	A.1-1
	Multiple Routes with One Corridor Identity	A.1-1
	Scenic Byways as Destinations	A.1-1
	Signing Guidelines Grandfather Clause	A.1-1
<b>Appendix A.2</b>	<b>Corridor Management Plan Elements</b>	A.2-1
	Corridor Management Plan	A.2-1
	Required Elements of a Corridor Management Plan	A.2-1
<b>Appendix A.3</b>	<b>National Nomination Criteria</b>	A.3-1
	Background	A.3-1
	National Nomination Eligibility Requirements	A.3-1
	National Scenic Byways	A.3-2
	All-American Roads	A.3-2
	More Information	A.3-2
<b>Appendix A.4</b>	<b>Technical Design Information</b>	A.4-1
<b>Appendix A.5</b>	<b>Preferred Signing Layout</b>	A.5-1
<b>Appendix A.6</b>	<b>Preferred Signing Configurations</b>	A.6-1

---

<b>Appendix A.7</b>	<b>Signing Scenic Byways on the Interstate</b>	A.7-1
	Alternative 1	A.7-1
	Alternative 2	A.7-2
	Alternative 3	A.7-2

---

<b>Appendix A.8</b>	<b>WSDOT Contact Information and Region Map</b>	A.8-1
	Washington State Department of Transportation—Region Headquarters	A.8-1
	Eastern Region—Spokane	A.8-1
	North Central Region—Wenatchee	A.8-1
	Northwest Region—Seattle	A.8-1
	Olympic Region—Tumwater	A.8-1
	South Central Region—Yakima	A.8-1
	Southwest Region—Vancouver	A.8-1
	Washington State Department of Transportation—Headquarters	A.8-2
	State Traffic Office—Statewide Traffic Policy	A.8-2
	Scenic Byways Program—Statewide Scenic Byway and Safety Rest Area Programs	A.8-2

---

<b>Appendix A.9</b>	<b>Washington’s Designated Scenic and Recreational Highways</b>	A.9-1
---------------------	---	-------

---

<b>Appendix A.10</b>	<b>Scenic Byway Map</b>	A.10-1
----------------------	-------------------------	--------

---

